

Case Study 5



Golf Australia Parental Support Program

What is the Parental Support Program?

Currently, only 6% of Australian golf coaches are female – we must grow this number. Part of why we see high levels of dropout in female staff is family. We believe that more female coaches will attract more females to the game.

The Golf Australia (GA) Parental Support Program provides flexible working conditions for women in high performance (HP) leadership roles. Providing women with greater opportunities to stay engaged allows GA to retain and recruit the right people. Ensuring our team promotes a true HP culture in all aspects of work.



Impacts/Outputs

Promote an inclusive environment and ensure women feel valued regardless of their hours or roles. Showcase that parents can "do it all". Support GA's vision of more female coaches, better support for women in HP, and more women in leadership roles.

Evaluation (Survey)

- Staff able to complete their duties while on the road with family.
- A great distraction between competition rounds.
- Showed athletes that it is possible to work with family.

Challenges

- Gaining buy in from the full HP team.
- Child illness and logistical challenges on the road and overseas.
- Budget constraints.



Flexibility is Key

Covid showed us that we can work effectively with flexible conditions. This has empowered working parents. Our ability to adapt during Covid shows parents that employers are willing to adapt to their busy family lives.

'Women in leadership roles are really hard to come by in high-performance; there's such a need to travel... you're servicing athletes all around the world. So, the question is: how do we continue to get the best staff or keep the best staff?

Brad James, *General Manager of High Performance*, Golf Australia

Links

- [Golf Australia is making parental support a priority, in a move to keep women in their jobs - ABC News](#)
- <https://www.golf.org.au/peters-wearing-multiple-hats-in-paris/>

